



Group Market Visits Frequently Asked Questions

Q: WHAT IS A GROUP MARKET VISIT?

A: The purpose of the overseas trips are for the Virginia exporters to meet with pre-qualified distributors and representatives. Each Virginia exporter has a customized schedule of one-to-one meetings with potential distributors and local sales representatives, who have been pre-qualified in advance of a trip based on information provided to us from the exporter. Every meeting matches each company's unique product and market objectives. Each Virginia exporter also receives a detailed meeting schedule and background on companies they are meeting with before departing Virginia.

Q: WHAT IS THE OBJECTIVE OF THIS GROUP MARKET VISIT?

A: The objective is to help Virginia companies, like you, sell their Virginia manufactured product or service in overseas markets. By arranging meetings with pre-qualified distributors and representatives, the expectation is that your company accelerates sales into these markets, compared to trying to sell remotely from Virginia.

Q: HOW SHOULD I EXPECT MY COMPANY TO BENEFIT FROM PARTICIPATION?

A: Based on feedback from Virginia companies who have participated in previous group market visits, you should expect to benefit in a number of ways including:

Save time: We organize a tight, busy schedule so that you are away from your home office for a short period of time but conduct a number of meetings in your target market with interested end users.

Reduce costs: Most of the costs to pre-qualify and schedule meetings with the companies you will meet on this trip are subsidized by the VEDP, and the group market visit fee is considerably lower than the cost of hiring a private contractor or even using internal resources to accomplish these tasks in a single trip.

Minimize risks: We pre-qualify the companies you meet to ensure they are reputable and are a match to your business requirements. We share this information with you before you depart on the group market visit.

Increase sales: Although it is difficult to track sales activity after a group market visit because of differing product/sales cycles within the variety of companies we serve, many Virginia companies report that they generate significant export sales revenue to markets they visited as part of a Virginia group market visit.

Q: IS THERE A FEE TO PARTICIPATE AND WHAT DOES IT INCLUDE?

A: Yes, there is a fee to participate. Group market visit fees vary and range from \$2,150 - \$2,750. This fee includes the following:

Identifying, qualifying, and arranging meetings with companies in your target market
Personal interpreter to accompany you to meetings in-country
Local transportation when traveling as a group
Hotel meeting rooms



Q: WHAT IS NOT INCLUDED IN THE GROUP MARKET VISIT FEE?

The following costs are not included in the group market visit fee:

- Air fare
- Visa, if required
- Hotel & meals
- Airport pick-up/drop-off
- Hired car/driver for meetings not at hotel

Q: DOES THE STATE GOVERNMENT MAKE MONEY FROM GROUP MARKET VISITS?

A: No. Participation fees cover approximately 40% of the costs incurred by the VEDP in conducting a group market visit. The balance of the costs for the group market visit are subsidized by the VEDP.

Q: IS THERE A DEADLINE TO REGISTER?

A: Yes, there is a deadline to register which is typically eight weeks in advance of the group market visit. Our in-country representatives need time to research and contact potentially interested companies, perform due diligence and schedule meetings.

Q: DO U.S. CITIZENS NEED VISAS FOR GROUP MARKET VISIT COUNTRIES?

A: Visa requirements vary from country to country. For each group market visit, the VEDP supplies visa information.

Q: WHAT IS THE SCHEDULE TYPICALLY LIKE FOR A GROUP MARKET VISIT?

A: The schedule is typically full during the daytime with as many appointments scheduled as time permits. In the evening, participants are free to explore the city. There may be receptions or a group dinner held in the visit's honor. Interpreters are not provided for after hours/non-business related matters.

Q: WHERE DO THE MEETINGS ACTUALLY TAKE PLACE?

A: Depending on the country, you may travel to a company's facilities to see their operations first hand or potential buyers may meet you at the hotel where you are staying. In either case, you will be aware of your meeting schedule prior to departing on your group market visit.

Q: HOW ARE COUNTRIES SELECTED FOR GROUP MARKET VISITS?

A: Countries are selected based on a number of factors. The VEDP evaluates trade data to select the largest U.S. and Virginia export destinations. Countries are also selected based on industry trends relative to what Virginia's major industries are and feedback from companies throughout Virginia indicating interest in a particular country.

If you have other questions or need more information on participating in a group market visit, please contact:

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